

JAN 10 2005

PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: John E. Cronin

Serial No.: 09/759,421

Filed: January 12, 2001

Title: Method For Using Web-Based Marketing  
And/Or Management ToolAttorney Docket No.: UV-01  
(07689-00023)☒ CERTIFICATION OF FACSIMILE TRANSMISSIONI hereby certify that this correspondence is being facsimile  
transmitted to the United States Patent and Trademark Office.  
Fax No. 703-872-9306, on the date shown below. 12/13/04  
Morgan S. Heller II Date

Group Art Unit: 3625

Examiner: Mark A. Fadok

Commissioner for Patents  
Alexandria, VA 22313-1450

December 13, 2004

## RESPONSE TO FINAL OFFICE ACTION

This is a Response to the Office Action (paper no. 20040801) mailed from the U.S. Patent and Trademark Office on August 13, 2004, with respect to the above-identified patent application. Amendments to the Claims and Remarks concerning the amendments appear in the sections that follow.

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